



# **AUCTION IN BARS TEST PROGRAM**

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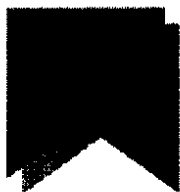
# Auction in Bars

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## Test Program Objective

- To provide news and excitement to YAS and Marlboro franchise
- Create smoker networks
- To evolve Marlboro Miles to provide value for Marlboro smokers beyond gear + catalog programs

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# Auction in Bars

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## Program Concept

- Auction will be held in neighborhood bars
- Auction will be live
- Smokers will learn about auction through alternative ROP, in-bar POS materials and Direct Mail
- Smokers would bring their miles to the bar to bid for items
- Ideally, action in bar would stop every half-hour/hour while an item is bid off

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# Auction in Bars

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## Markets

- 2 nights in 1 market. Options include :

- New York (Queens area) ~~or Hoboken~~ - Bayside
- St. Louis
- Chicago (auction via media) ?

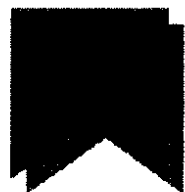
New Orleans  
San Antonio

- Final selection of market and timing will depend on auction rules and requirements (licenses, filing etc.) for the market

## Timing

- Mid-June
- Nights would be a week/2 weeks apart

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## Auction in Bars

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### Items for Bid

- 4 items will be bid during an auction night
- 3 carry home items such as leather jacket, pool cue etc.
- 1 headliner item (last one up for bid) such as a Wurlitzer Juke Box or a Pool table

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# Auction in Bars

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## Communication Strategy

- 2 options being considered
  - Items up for bid would not be called out in advertisement
    - Excitement / spontaneity
    - Item would not drive auction
  - Items being bid would be called out in advertisement
    - Potentially more interest, but items would drive bidding

## Communication Vehicles

- Alternate ROP / to-do guides & other local YA publications *Week*
- In-bar POS prior to auction night *specify in bar value of Items or show picture of items*
- Direct Mail to YAS on database

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# Auction in Bars

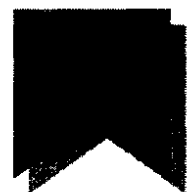
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## Auction Rules /Logistics

- Diamond Group to write rules for market selected
- Licensed auctioneer will need to be hired

*also run Auction media*

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## Auction in Bars

licensing, etc. Have to file at least 30 days before date.

### Next Steps

- Finalize Market w/o 4/19
- Brief Event Agency w/o 4/19
- Review 1st Round Comps *produce pos, etc paddles* w/o 4/19
- Amend contract with event agency w/o 4/26
- Review Final Comps w/o 4/26
- Finalize items w/o 4/26
- Review Auction Rules w/o 4/26
- Bar recommendations w/o 4/26
- A&K due w/o 4/31
- Hire Live Auctioneer w/o 5/3

→ Send 25 mile certificate in direct mail

→ 25 mile coupon/certificate at bar with name pin

→ Can't join <sup>Certificate</sup> miles together

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